

**1985-1986
INFORMATION SYSTEMS PROGRAM (ISP)
STUDIES START-UP LIBRARY,
HELENE CURTIS, INC.**

The Changing Dynamics of IS Organizations

This report investigates the environmental impacts affecting IS, including end-user computing, changing skill requirements, and the resurrection of distributed data processing. Due to the dynamics of this environment, IS needs to be organized to support the corporations's business goals . This report will forecast IS organizations' trends and recommend organizational strategies that will improve IS responsiveness to the corporation's competitive needs.

Distributed Data Processing

A failed concept, DDP is reemerging under the guise of departmental processing. This report forecasts the role of DDP in the corporate computing strategy. It will also answer the following: Where does DDP fit with LANs and micro-mainframe links? Is the minicomputer dead or will it be the hub of departmental computing?

Destiny of the Information Center (IC)

This report will examine whether the micro fits into the IC or whether it may replace the IC. In addition, the latest changes in IC use, software, and support structures will be discussed.

Artificial Intelligence (AI)

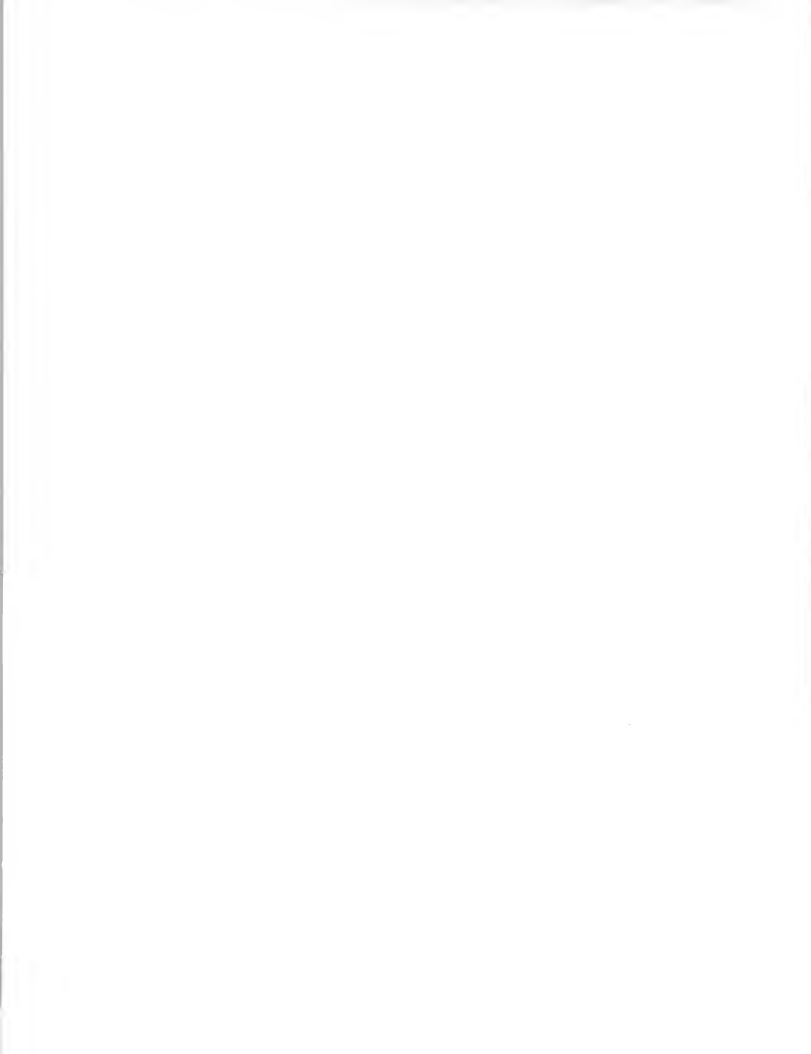
This report predicts the breakout of these tools from academia to business. The report will analyze the strengths and weaknesses of these systems. The strategic potential of AI and expert systems as a competitive weapon will be examined. The report will also describe the technological, personnel, and organizational requirements for these systems to become useful and beneficial.

Analysis of Prototyping

This report analyzes current self-contained DBMS simulation and prototyping tool products and compares the application development productivity increases gained to those of life cycle development efforts with third-generation languages. This report is based on telephone interviews with users who have been actively employing prototyping in their development efforts.

Applications Software Development Tools

This report analyzes software productivity tools, including resource centers, applications generators, and programmers' tool kits. Products will be analyzed and actual benefits will be described. The report will recommend techniques for improving software development productivity and will discuss the role products, training, and organization will have in improving productivity.



Decision Support Evolution: Data to Knowledge

This report investigates the purpose of decision support systems. It analyzes the evolution of decision support from management information through expert systems, including defining where decision support stops and decision making begins. The report will address the limitations of decision support systems and will identify justification techniques for these systems.

Telecommunications Support

This report analyzes the changing telecommunications support requirements caused by deregulation. The mix of support between in-house, equipment, and third-party vendors is analyzed for PBX, LANs, and networks. User requirements and satisfaction levels are examined. Critical issues attendant with this support are identified. Also identified are various support strategies with an analysis of the risks and benefits of each strategy. Recommendations are included.

1986 Information Systems Planning Report

This report identifies driving forces, issues, and objectives of major IS organizations in 10 industry sectors. It identifies the impact of technology, describes IS budget and organizational trends, and analyzes IS' changing role in the corporation. The objective is to help information systems (IS) management make effective decisions regarding organizations, hardware, software systems, and procedures.

